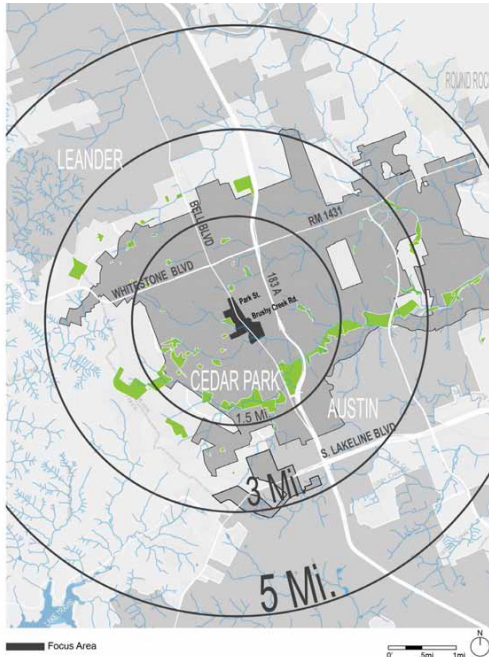


BELL BOULEVARD REDEVELOPMENT



CEDAR PARK, TEXAS

BACKGROUND



Bell Boulevard, also known as US Highway 183, has long been hailed the “backbone” of Cedar Park. As our community has grown and evolved through the decades, so has Bell Boulevard. It remains the primary north-south corridor for our city.

Throughout the years our residents have expressed a desire to see Bell Boulevard revitalized as a thriving commercial corridor with its own unique identity and special charm.



Future Bell Boulevard concept.

We envision Bell Boulevard as a family-friendly destination with a vibrant mix of uses - residential, retail, restaurant, office and park amenities.



Bell Boulevard, circa 1973.



Bell Boulevard today.

BELL BOULEVARD REDEVELOPMENT MASTER PLAN

In fall 2014, the City began the Bell Boulevard Redevelopment Study to create a plan for the successful revitalization of this key area.

Through the development process of this plan our community showed a great deal of interest, excitement and support for revitalizing this key area.

After numerous opportunities for public input into the vision and plan, a final concept was developed and the **Bell Boulevard Redevelopment Master Plan** was formally adopted by the City Council in August 2015.

Read the full Bell Boulevard Redevelopment Master Plan
at www.DestinationBellBlvd.com.

*Serves as blueprint for
transforming Bell Blvd.
into a true destination.*



Hundreds of community members shared their opinions for the vision and plan, via numerous opportunities for public input.

6 PROJECT GOALS



Economic



Positive ROI



Greenspace



Mobility



**Stakeholder
Support**



**Identity &
Placemaking**

KEY FEATURES

- 40 acres of connected walkable, mixed-use development
- 12-acre park
- Mobility enhancements to community's primary north-south corridor
- Placemaking and Community Identity
- Funding secured for Phase 1 infrastructure
- Top priority project for City Council
- Strong support from community and Chamber of Commerce



HOW COULD THE NEW BELL BOULEVARD LOOK?

A highway re-aligned. Moving Bell Boulevard east to be aligned with what is currently Old Highway 183 will provide more space to create a cohesive, walkable, vibrant area.

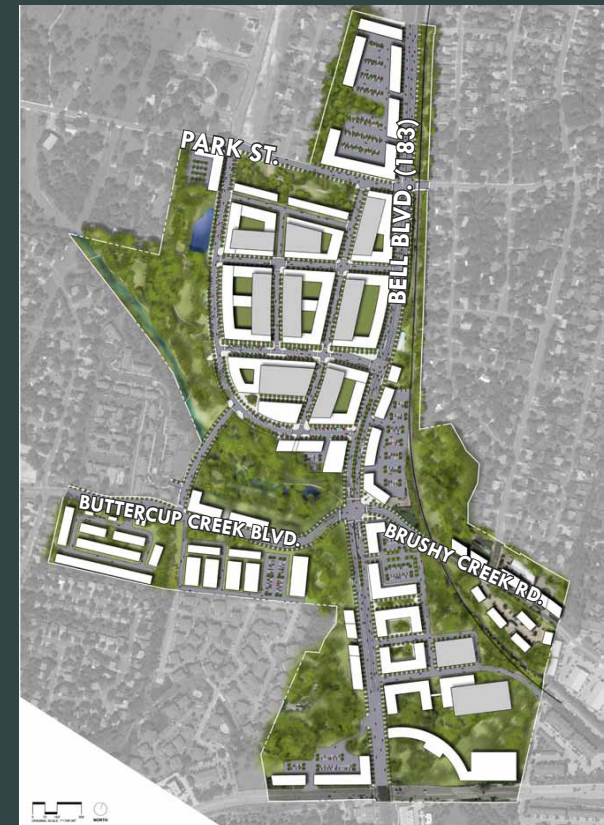
In November 2015, 74.6 percent of voters approved **\$20M in bond funding for Phase 1 of the streets and roads elements of the Bell Boulevard plan, as part of a \$63M Streets and Roads bond proposition.** These elements of Phase 1 include the realignment of Bell Boulevard between Park Street and Buttercup Creek, a redesigned intersection at Bell-Brushy Creek-Buttercup Creek Boulevards, and the beginning of the development's internal street network.

Find more information at **CedarParkBond.com** and **DestinationBellBlvd.com**.



Left illustration shows the current design of Bell Boulevard. Above rendering shows detail of a new, redesigned gateway Bell-Brushy Creek-Buttercup Creek intersection.

A re-aligned highway opens space for development.



Above rendering depicts realignment east of a portion of the Bell Boulevard and the beginning of an internal street network for the development.



*Natural area, shops,
restaurants, offices
and residential.*



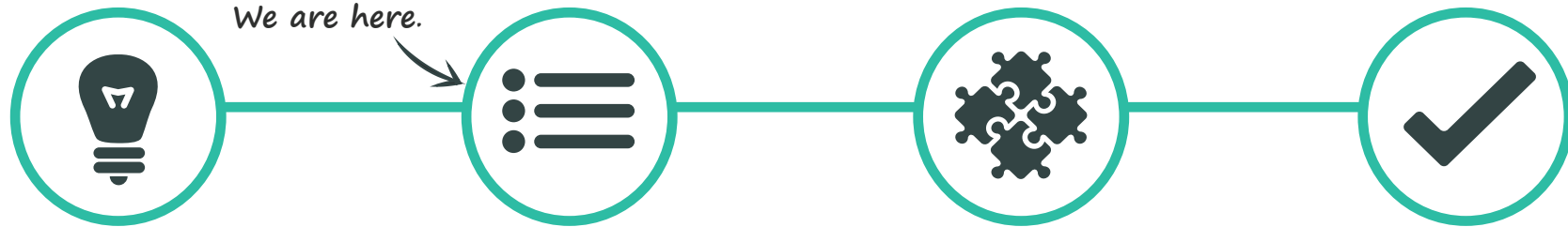
HOW COULD THE NEW BELL BOULEVARD LOOK?

Access to the Buttercup Creek Natural Area. Extending Parkwest Drive south along the Buttercup Creek Natural Area will open up this area and provide an additional north/south connection west of Bell Boulevard. It will also act as a buffer between the more developed spaces to the east and the improved Buttercup Creek Natural Area to the west.

A vibrant, unique space through a mix of land uses. A walkable community of mixed uses — think: shops, restaurants, office space and suburban-urban residential — will serve the needs of a broad range of users, ensuring that the area is active all times of the day. It will help businesses thrive and create that vibrant place people will want to visit time and time again.



WHERE WE ARE IN THE PROCESS



DEFINE VISION AND CONCEPT

Following community members' expressed desires during the 2014 comprehensive planning process to see Bell Boulevard revitalized as a thriving commercial corridor with its own unique identity and special charm, we embarked on the process of creating a new master plan for Bell Boulevard.

PLAN AND IMPLEMENT

Finding the best strategy for implementation is vital to redevelopment. This part of the process includes designing the future development infrastructure, beginning plans for the new Buttercup Creek Nature Preserve and identifying the right catalyst(s) to spark redevelopment in the area.

PIECE IT ALL TOGETHER

The next step is ensuring that we create the right mix of uses. Think: shops, restaurants, office space, urban living, open space - which will serve the needs for a broad range of users. Doing this will create an energetic, vibrant space that is active all times of the day.

MAKE YOUR VISION A REALITY

The final part of the process is enjoying a revitalized Bell Boulevard district! Onward to **Destination: Bell Boulevard!**

*... and this is what we call
Destination Bell Boulevard!*



CONNECT WITH US!



pinterest.com/cedarparktexas



cedarparktexas.gov/enewsletter



Invite us to speak! E-mail us at
bellblvd@cedarparktexas.gov



The Bell Boulevard Redevelopment Project

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